

If You Are Thriftily Inclined You Will Appreciate This News

Prices Again Lowered on All Winter Coats and Suits

Regrouped—Featuring Two Lots

\$14.95—\$24.95



This sale, in addition to offering you substantial savings from the original price, affords you choice style assortments in Suits and Coats—many of which have just arrived from the makers, not over three weeks ago, and were originally purchased greatly under-price. While we quote no comparative prices, the savings are more than emphasized by the style and quality of the garments embraced at these two prices.

The Coats are shown in two very attractive style assortments, priced for quick clearance at \$14.95 and \$24.95. The Suits are equally as interesting at the two prices of \$14.95 and \$24.95; in no instance is the cost of material and findings represented.

By far the season's most liberal reduction sale—a sale that means much to the woman who appreciates style and quality at substantial savings—but our desire for a quick and speedy clean-up has encouraged us to adopt drastic measures, and tomorrow we offer you several hundreds Suits and Coats, in two lots, at \$14.95 and \$24.95.

New Spring Sample Suits

Only One of a Kind—In Four Price Groups

\$24.95, \$35.00, \$45.00, \$55.00

The style display is so varied as to beggar description. The interesting part of this announcement is the exclusive style feature and the fact that we secured them at one-third less than regular prices. You can save a like amount here tomorrow. Third Floor.

Hundreds of New Spring Dresses

Silks—Serges—Satin and Jerseys

\$14.95, \$19.95, \$24.95, \$35

New Spring Cape Coats, \$19.95, \$24.95, \$35 and \$45

Cleverly Fashioned New Skirts, \$6.50

We are showing a wide variety of clever new Style Skirts for Spring. Attractive styles of true distinction and smartness in the most desirable fabrics. This is a wonderful collection of especially adapted styles for our customers—

Including all-wool poplins, serges, mixtures, plaids, gaberdines, velvets, satins, taffetas, failles, silk poplins, etc. Made with draperies, folds, tucks, gathers, pleats, shirring **\$6.50**



SILK PETTICOATS

Silk taffeta and taffeta with Jersey tops, made by the best manufacturers, neatly finished with double seams, some have dust ruffles, beautiful pin tucked flounces, others with accordion pleated, ruffle-banded or hemstitched designs; all plain colors and exquisite changeable tones. **\$3.98**

Special Purchase and Sale of Boys' and Juvenile Suits

These are not clearance lots, but new, snappy clothing, purchased greatly under-price, due to a disturbed market—clothing that will be appreciated for their exact tailoring and excellent service-giving qualities. You can have no conception of the possibilities this sale offers unless you see the garments—they will convince you instantly of their importance.

JUVENILE SUITS

2½ to 8 Years

Specially Priced in Three Groups

\$3.25 | \$4.50 | \$5.50

Natty New Norfolk Suits

In Cassimeres, Cheviots and Novelty Mixtures
Ages 6 to 16 Years

Sale Price	Sale Price	Sale Price	Sale Price
\$4.50	\$7.50	\$8.95	\$10.00

Boys' Pants, 98c

Boys' Caps, 50c

Sizes 6 to 17 years. These Trousers may be had in Cheviots and Cassimeres—brown mixtures; also hard-twisted Worsteds in stripes; will give exceptional wear for the active boy, and are priced at **98c**

The new models—full of color and style—in mixtures and stripes; made of Cheviots and Cassimeres, in all sizes; regularly 75c caps; on sale Saturday at **50c**

* Fourth Floor



CANDY SPECIALS SATURDAY

Hershey's Milk Chocolate Kisses... **49c**

"Hershey's" Almond and Plain Milk Chocolate Bars, 5c

Maple Fig Nut Divinity Kisses, 49c

French Fruit Coconut Chews, 39c

Ye Olde Fashion Molasses Nut Taffy, 39c

Hand Rolled Bitter Sweet Chocolates, 49c

BLUE BIRD SPECIAL

4 to 5 O'Clock Only..... ?
An Agreeable Surprise

Women's \$1.50 Pure Thread

Silk Hose..... **\$1**

In black, white, field mouse, brown, gray and a variety of other wanted shoe shades, that are full fashioned, in all sizes; a large assortment to make your selection from; regularly \$1.50 and \$2.00 are these values, at a pair **\$1.00**

Main Floor.

New Spring Modes in Chic Millinery

Specially Featured at **\$8.50**

There is something positively alluring in these exquisitely fashioned and becoming Hats that embody the Spirit of Springtime—as colorful as bright, budding nature itself are our new Hats. Their fascinating character and charm will make an irresistible appeal to your good taste, and they meet every requirement of good style and good value. They are most desirable merchandise at a most desirable price **\$8.50**

Fourth Floor.

Suits and Dresses

For Juniors and Misses—Featured at

\$19.95

THE DRESSES

Dresses fashioned for beauty and utility and priced for practicality and economy. This spring there will be an insistent demand for Dresses like these, as colorful and individual as Nature herself.

Of Taffeta, Crepe de Chine, Satin, Serge, Georgette are these Frocks in Navy, Pink, Green, Rose, Light Gray, Tan, Rookie, Black, Brown. Flenna in color, in the new medium and light Skirt models, at **\$19.95**

THE SUITS

These new garments express the song and color and vivacious spirit of youth and the season in every detail. They form a most unique and noteworthy spring collection of Suits.

Of French Serge, Poplin, Gaberdine, Poirer Twill, Silverstone, etc., are these Suits in Black, Navy, Pink, Gray, Tan, Rookie, Green, etc., in color, in box and belted Coats, lined with Portefine Silk—some with Vests, others self-trimmed **\$19.95**

Clearance of Girls' Wash Dresses **\$3.49**
Ages 6 to 16½ Years

These Washable Dresses for the dainty young lady from 6 to 16 are in plaids, checks, stripes and plain colors, all white, peach, pink, light and Belgian blue, rose, gold, tan and rebecca green—the color most becoming is here.

They are made of Peter Pan, French and Anderson's gingham, of piques, repps and soisettes, in coatee, belted and bloused styles, trimmed with nobby collars and cuffs, colored hand embroidery, pipings and buttons; specially priced **\$3.49**

Third Floor.

Don't Fail to See These Smart New Spring Blouses



An Unusual Purchase of 750 Charming Silk Waists

Made of Beautiful Quality Georgette in Choice New Spring Styles and Colors

A sale characterized by wonderful diversity of styles as well as remarkable value at the price. All have just been unpacked and will be shown tomorrow for the first time. Made of beautiful quality Georgette, tailored and fancy styles—high and low necks, collar and collarless effects, beaded, braided, tucked, hemstitched and lace trimmed models—in white, flesh and the new spring pastel shades.

Including Several Models for Stouts
Main Floor—Rear of Aisle Three.

\$4.50
Main Floor

Children's 35c Hose, Pair 29c 4 Pairs For \$1.00

Both heavy and fine ribbed styles; strong, and good-wearing quality—good-looking, too. They usually sell at 50c, but these are all slightly imperfect and we offer them very specially priced at, a pair, 29c; 4 for **\$1.00**

Women's Boot Silk Hose

Women's Lisle Hose

In Black, White and Colors, full-fashioned and good-looking. Highly unusual and rich appearing and the variety of colors will give you an opportunity of broad choice, at, a pair, **65c**

Women's Seamless Lisle Hose—splendid weight for right now, and they will wear well; all sizes are in this sale and they are in Black and White, at, a pair, 35c; or 1 pair for **\$1.00**

Main Floor.

Men's \$5 and \$6 Silk Fiber SHIRTS

\$3.35

3 for \$10.00

First of all, we want to say to you that these Shirts are all new Spring patterns—we bought them under-price, and, as a very special Saturday feature, we are going to shave off a part of our own profit in order to make you a sensational offer. Beautiful assortment of patterns; have every appearance of silk and will give better service than an all-silk Shirt. They are full fashioned and carefully made throughout; all sizes 14 to 17, and all sleeve lengths.



Special Purchase and Sale of 723 Shirts Worth \$1 and \$1.25

We have taken all the slightly soiled and mused Shirts out of our regular stock that was not up to our standard of being perfectly clean and fresh, and offer same to you at this low price. Just think! 59c for a good, well-made Shirt and all that they will need to make them worth their original price is one washing. There are soft and laundered cuff, neckband and collar attached styles, in percale, madras, etc. **59c**

75c Silk Neckwear 55c New Spring Patterns

Made in large flowing end style, slip band, in beautiful patterns that combine elegance with economy. They are distinctive and brilliant, yet they possess a substantial dignity of appearance, and in no other portion of your apparel are these things seen to better advantage. For real value and assured satisfaction, you can rely on these **55c**



Final Clearance of Men's Hats, Values to \$5.00

Silk and Beaver Finished Velours, Plain Felts and Derby Hats as well; every hat in this sale was made for this season's wear, and embraces all the smart shapes and colors; a broad style selection, many styles, colors and combinations **\$2.65**

Third Floor.